## CONTENTS

1. A brand is more than a logo ........................................ 3
2. Brand management ................................................. 4
3. Brand specifications .............................................. 5
   3.1 FONTS .......................................................... 5
   3.2 COLOURS ..................................................... 6
4. Wordmarks .................................................................. 7
   4.1 WORDMARKS .................................................. 7
5. Logo Blocks ............................................................. 9
   5.1 OVERVIEW ..................................................... 9
   5.2 ADS AND SIGNAGE LOGO BLOCK ................. 10
6. Signage ................................................................... 13
   6.1 PULL-UP BANNERS ......................................... 13
   6.2 ROAD SIGNAGE ............................................. 14
   6.3 ROAD SIGNAGE - SURVEILLANCE USAGE .... 15
   6.4 GATE SIGNAGE .............................................. 16
7. Press Advertisement .................................................. 17
   7.1 TEXT BASED AD .............................................. 17
   7.2 IMAGE BASED AD ............................................. 18
The Report Illegal Dumping brand is more than a name and a logo. Think of it as a communication with the public, our key stakeholders, staff and partners.

By carefully managing our brand, we create enduring messages that resonate with clarity and purpose.

Our Brand is expressed through several visual elements, including our wordmark, colour palette, imagery and typography.

Consistency in the use of these elements gives our brand a consistent look that results in a stronger recognition and understanding of the Report Illegal Dumping program.
2. BRAND MANAGEMENT

BRAND MANAGEMENT

Any artwork produced must be approved by the EPA.

Please forward a PDF of your artwork for approval prior to publication.

Contact:
NSW EPA
Report Illegal Dumping
Phone: 02 9995 5000
Email: illegaldumping.strategy@epa.nsw.gov.au
PO Box A290
Sydney South NSW 1232

COPYRIGHT

The RID brand is owned by the EPA.

As use of EPA-owned trademarks, logos, crests, wordmarks and brands often implies endorsement, these cannot be used without the express permission of the organisation.

To request permission, please contact:
NSW EPA, Report Illegal Dumping
Phone: 02 9995 5000
3. BRAND SPECIFICATIONS

3.1 Fonts

A choice of two font families are available.

**INTERSTATE FONT FAMILY**

Usage example:
- signage
- printed marketing material

**ARIAL FONT FAMILY**

(When Interstate is not available)

Usage example:
- online communications

Light / Light Italic

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@%&* 1234567890

Regular / Regular Italic

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@%&* 1234567890

Bold / Bold Italic

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@%&* 1234567890

Regular / Italic

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@%&* 1234567890

Bold / Bold Italic

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@%&* 1234567890

Black

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
@%&* 1234567890
3. BRAND SPECIFICATIONS

3.2 Colours

WORDMARK COLOURS

- Pantone 186
  - CMYK 0 / 100 / 100 / 0
  - RGB 227 / 6 / 19
  - WEB #e30613

BLACK

- CMYK 0 / 0 / 0 / 100
- RGB 0 / 0 / 0
- WEB #000000

BACKGROUND COLOUR

- Pantone 109
  - CMYK 0 / 15 / 100 / 0
  - RGB 255 / 213 / 0
  - WEB #ffdd500
4. WORDMARKS

4.1 Wordmarks

The Report Illegal Dumping wordmark is used in corporate communications, in conjunction with the crest eg. letterheads.

The RID wordmark is used in advertising, signage & display applications in conjunction with the message eg. Roll-up banners, press ads and billboards.

Monotone versions are available for instances where reproduction is restricted such as facsimiles or one colour printing.
CLEAR SPACE

Clear space is the minimum amount of “breathing room” maintained around the Wordmark.

It should be kept free of graphics, text and other marks. Clear space also defines the minimum distance from the wordmark to the edge of a printed piece.

Always maintain this clear space area to maximise the impact of the identity.
These logo blocks have been designed to ensure brand integrity. It’s important the Ads and Signage logo block is used and not the individual wordmarks to construct advertising or signage.

The minimum height for the use of the EPA logo on press advertising is 21mm.

All designs require the approval of the EPA prior to usage (see page 3).
5. LOGO BLOCKS

5.2 Ads and Signage logo block

The ads and signage logo block is the default logo identification for all advertising.

Each logo block includes a white border for use on various coloured backgrounds.

Logo block cannot be:

- Altered
- Changed
- Distorted or cropped

A partner logo can be added to the right hand side opposite the EPA logo. It must be the same height as the EPA logo.

The minimum height for the use of the EPA logo is 21mm.

If preferred a partner name can be added in place of a logo on the right hand side using Interstate bold font - partner name can be no higher than EPA logo.

This white space is an important part of the logo block and should not be removed.
5. LOGO BLOCKS

5.2.1 Ads and Signage logo block – usage rules

INCORRECT USE OF LOGO

- Do not alter logo block
- Do not distort logo block
- Do not add other logos to logo block
- Do not replace elements in the logo block
- Do not crop logo block

Do not crop or alter logo block.
The minimum height for the use of the EPA logo is 21mm.
5. LOGO BLOCKS

5.2.2 Ads and Signage logo block – usage examples

Advertising

Replace copy with localised key messages. It is recommended to minimise copy.

Display

Signage

With partner logo

With QR code
6. SIGNAGE

6.1 Pull-up banners

- FINES OF UP TO $X00,000 OR X YEARS JAIL
- OVER X00,000 TONNES DUMPED ILLEGALLY

Replace copy with localised key messages. It is recommended to minimise copy.

Add photos showing local examples of illegal dumping where the offender has been fined. Ensure photos contain no information that might identify individual or an exact location.
6. SIGNAGE

6.2 Road signage

- To be printed on reflective material.
- Preferred size: 1200mm Wide x 1200mm High
- Minimum size: 900mm Wide x 900mm High

Update text to show maximum local fine issued.

Add photos showing local examples of illegal dumping where the offender has been fined. Ensure photos contain no information that might identify individual or an exact location.
6. SIGNAGE

6.2 Road signage – surveillance usage

- To be printed on reflective material.
- Preferred size: 1200mm Wide x 1200mm High
- Minimum size: 900mm Wide x 900mm High
6. SIGNAGE

6.3 Gate signage

Size: 1200mm Wide x 470mm High
7. PRESS ADVERTISEMENT

7.1 Text based ad

ANATOMY OF A TYPICAL PRESS ADVERTISEMENT

Headline and key message
*Font: Interstate Black*

RID Wordmark

Replace copy with localised key messages
- recommended to minimise copy

Call to action
*Ads and signage logo block*

EPA Secondary logo
*The minimum height for the use of the EPA logo is 21mm*

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**LET’S GET RID OF ILLEGAL Dumping**

The Environment Protection Authority and your local council have joined forces to tackle the problem of illegal dumping.

The Regional Illegal Dumping Squad are now in your area. They are specialist investigators whose sole purpose is to:

- Investigate and find illegal dumpers and illegal landfill
- Take action against offenders

Let’s all work to get RID of illegal dumpers. For more information call 131 555.
7. PRESS ADVERTISEMENT

7.2 Image based ad

Wordmark and key message
Font: Interstate Black

Update text to show maximum local fine issued.

Add photos showing local examples of illegal dumping where the offender has been fined. Ensure photos contain no information that might identify individual or an exact location.

Call to action
Print ads and signage logo block

EPA Secondary logo
The minimum height for the use of the EPA logo is 21mm

Wordmark
Key message
Font: Interstate Black
Update text to show maximum local fine issued.
NSW EPA
Illegal Dumping Coordinator
Phone: 9995 5000
Email: illegaldumping.strategy@epa.nsw.gov.au
PO Box A290
Sydney South NSW 1232